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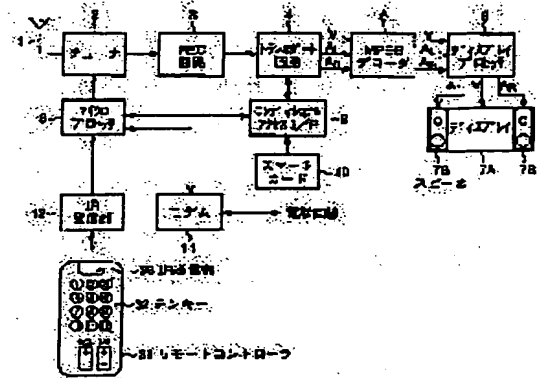
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(54) INFORMATION RECEIVER AND ITS METHOD AND SERVED MEDIUM

(57)Abstract:

PROBLEM TO BE SOLVED: To make a viewer surely view a commercial program.

SOLUTION: In the case that a commercial program is broadcasted and displayed on a display device 7A, a reply is requested to viewers. When a viewer makes a reply, the viewer operates a prescribed key from among ten-key 32 of a remote controller 31. When the viewer makes a reply, in response to the reply request of the commercial program, a point is incremented in a smart card 10. Points stored in the smart card 10 are used to allow the viewer to view a pay program.



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